

3rd Meeting of the Strategic Communications Partner Committee (SCPC) of the RBM Partnership to End Malaria

13-14 February 2019, Geneva, Switzerland

Notes and outcomes from the Steering Committee meeting

Following welcoming remarks by the SCPC Co-Chairs and introductions from the members of the Steering Committee, the group reviewed and discussed the objectives of the 3rd annual meeting of the Strategic Communications Partner Committee.

The meeting objectives that were outlined are:

- Ensure a good understanding of the different events led by Partners worldwide and agree on the key milestones for 2019
- Agree on the theme for World Malaria Day 2019
- Develop a more effective structure of the SCPC workstreams
- Understand the next steps in the implementation of key campaigns including Zero Malaria Starts with Me and Malaria Must Die.

The Steering Committee reviewed the responses from the SCPC survey that was circulated ahead of the meeting and discussions focused on key insights from SC members on the composition of the workstreams and what can be done to improve participation and engagement by partners.

The current SCPC workstreams are:

- Media (led by [Charity Binka](#), African Media and Malaria Research Network)
- Global Events (vacancy)
- Digital (vacancy, formerly led by Ryland Devero, Nothing But Nets)
- Success stories/Content (led by [Laura Newman](#), UCSF Malaria Elimination Initiative (MEI))
- Branding (led by [Lisa Goldman Van-Nostrand](#), Sumitomo)
- Messaging/Data (led by [Jeff Chertack](#), Bill & Melinda Gates Foundation)
- Champions/Leadership (led by [Robert Valadez](#), Office of Ray Chambers, WHO Ambassador for Global Strategy, and [Erika Larson](#), UCSF MEI – SCPC/ARMPC joint workstream)

The SCPC Steering Committee agreed on adopting time-bound working groups with specific leads playing to organizational strengths and priorities. Partners expressed the need to frame the priority workstreams around igniting progress toward meeting the Global Technical Strategy for Malaria (GTS) targets, including the 2020 elimination goals and the 2025 malaria deaths and case reduction goals.

The top SC priorities and workstreams for 2019 are:

- RBM Partnership Media Fellowship (focal point: [Charity Binka](#))

- Global campaigns: Zero Malaria Starts with Me (focal points: [Matthew Boslego](#) & [Maelle Ba](#)), Malaria Must Die (focal point: [Kate Wills](#)), Decade to End Malaria
- Francophonie engagement (focal point: [Xenya Scanlon](#))
- Global Fund Replenishment (focal point: [Xenya Scanlon](#))
- Eradication/Elimination: Malaria Certification Announcements (Argentina, Algeria – focal point: [Michal Fishman](#)), Lancet Commission on Malaria Eradication Report (focal point: [Laura Newman](#)), the WHO Strategic Advisory Group on Malaria Eradication Report
- RBM Partnership and WHO High Burden High Impact initiative
- 2020 Commonwealth Heads of Government Meeting

Contacts for additional workstreams that will be activated later in the year will be announced via the SCPC newsletter, email to SC members, and @endmalaria.

Notes and outcomes from the full SCPC Partners meeting

The 3rd annual meeting of the SCPC Partners meeting started with introductions by Yacine Djibo and Michal Fishman, the SCPC Co-Chairs, and with brief introductions by SCPC Partners.

The meeting objectives are:

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The detailed agenda can be found here.

Grayling, the Communications agency of the RBM Partnership, gave Partners key insights of the 2018 media activity, focusing on key events and campaigns. The detailed presentation can be found [here](#).

SCPC Partners reviewed the 2019 Year-at-a-glance and priorities, and the key events that were identified are:

- [RTS'S Vaccine rollout](#)
- Announcement on the 2 billion nets distribution milestone (milestone to be reached later in 2019)
- Malaria Must Die: Launch of Global Fund Replenishment activation (April 9)
- World Malaria Day (April 25)
- Asian Malaria Week and Malaria Futures for Asia (MalaFA) survey launch (April 23-26)
- World Health Assembly and RBM Partnership Media Fellows programme (May, Geneva)
- WHO [Elimination 2020 Summit \(June, China\)](#)
- WHO Scientific Advisory Group on Malaria Eradication Report expected (TBD)
- Release of the [Lancet Commission on Malaria Eradication's Report \(June or July TBC\)](#)
- Women Deliver Global Conference in Vancouver (June)
- African Union Summit in Niger (July)
- United Nations General Assembly (September, New York, NY)
- [Global Fund Replenishment Conference \(October 10, Lyon\)](#)
- Malaria Day in the Americas (November 6)
- Southern African Development Community Malaria Day (November 6)
- ASTMH (November 20-24, Baltimore, MD)

World Malaria Day

This year's World Malaria Day will be officially hosted in the French capital, Paris.

Xenya Scanlon, the SCPC manager, gave an [update on the preparations for the celebration](#) and Partners agreed on the theme for World Malaria Day 2019: "Zéro Palu! Je m'engage" / "Zero Malaria Starts with Me", with the important addition of reinforcing Global Fund Replenishment communications with #stepupthefight and incorporating the call to action in all materials, as much as possible

The RBM Secretariat updated Partners on a webpage that contains all the information on the event in Paris and on other events taking place worldwide: <https://endmalaria.org/worldmaliaday>. Partners were encouraged to share all the information they have on World Malaria Day with the RBM Secretariat, in order to ensure a good understanding of the events happening around the world.

The [official announcement](#) of the theme and location of this year's World Malaria Day was published on the RBM website two months ahead of the event, on 25 February 2019. A social media toolkit containing suggested posts and the messaging for the event is available [here](#).

World Malaria Report and High Burden to High Impact response

Alastair Robb, from the Global Malaria Programme at WHO, briefed Partners on the “High Burden to High Impact response”, which was launched in November 2018 together with the World Malaria Report.

The briefing can be found [here](#) and the detailed documentation [here](#).

2019 Campaigns

SCPC Partners shared an update on two of the main campaigns RBM Partners are engaging with:

- [Zero Malaria Starts With Me](#) (Matthew Boslego / Maelle Ba)
- [Malaria Must Die](#) (Kate Wills)

Following the presentation, Partners were divided into small groups to engage in discussions on the two campaigns based on the following questions:

1. How do the two campaigns interlink and complement each other?
2. What happens after the launch?
3. What would be the most pertinent and urgent?

Innovation Updates

- RTS'S [RTS'S Vaccine rollout](#) (for more information please contact Saira Stewart: stewarts@who.int)
- [Update on Zeroby40 initiative](#)

Champions and Ambassadors' engagement

Robert Valadez, the co-lead of the Champions/Leadership workstream, gave an overview on Champions engagement for 2018 as well as some insights on the work on [Champions and Ambassadors for 2019](#). RBM Partnership will engage long-standing Champions as well as new ones around the key events in 2019.

Building on the #EndMalaria brand

Kate Wills, MNM UK, gave a presentation on the idea of a [decade to End Malaria 2021-2030, and led a discussion soliciting input and feedback on how](#) the SCPC and partners could use communications and advocacy to advance and promote important milestones during the coming decade, and keep malaria high on the agenda during a busy 10 years of activity in the malaria community and broader global health and development community. Partners advised again spending time and political capital on securing an official “decade declaration” but that it was indeed important to unify communications to build momentum around the opportunity we have to end malaria, and the steps that need to be achieved in the coming decade to achieve the Global Technical Strategy and Regional goals of malaria elimination by 2030.

ARMPC – CRSPC interaction

The Steering Committee brainstormed on ideas for interacting, coordinating and aligning with ARMPC and CRSPC. One

platform that will allow this interaction will be the **RBM Partners portal** on the RBM website which will be available soon. The Partner portal will allow Partners to share documents, open and engage in discussions and have access to RBM global messaging, calendar of events and key documents and tools – link will follow shortly.

RBM Media Fellowship

The inaugural [RBM media fellowship](#) for journalists from the 11 high-burden countries applications closed on 31 January, attracting 146 candidates. Several SCPC Partners volunteered to join a Selection Committee to identify the 11 fellows (ideally 1 fellow per country), which will be announced shortly [Link to announcement made 3 April is [here](#)]. Plans for training sessions during the World Health Assembly and follow-up in countries are being developed.

Following closing remarks by Dr Winnie Mpanju-Shumbusho, Board Chair of the RBM Partnership, the 3rd annual SCPC Partners meeting was adjourned.

All the Power Point presentations delivered during the meeting can be found [here](#).